

FIG. 1

09747160-036004

18
→

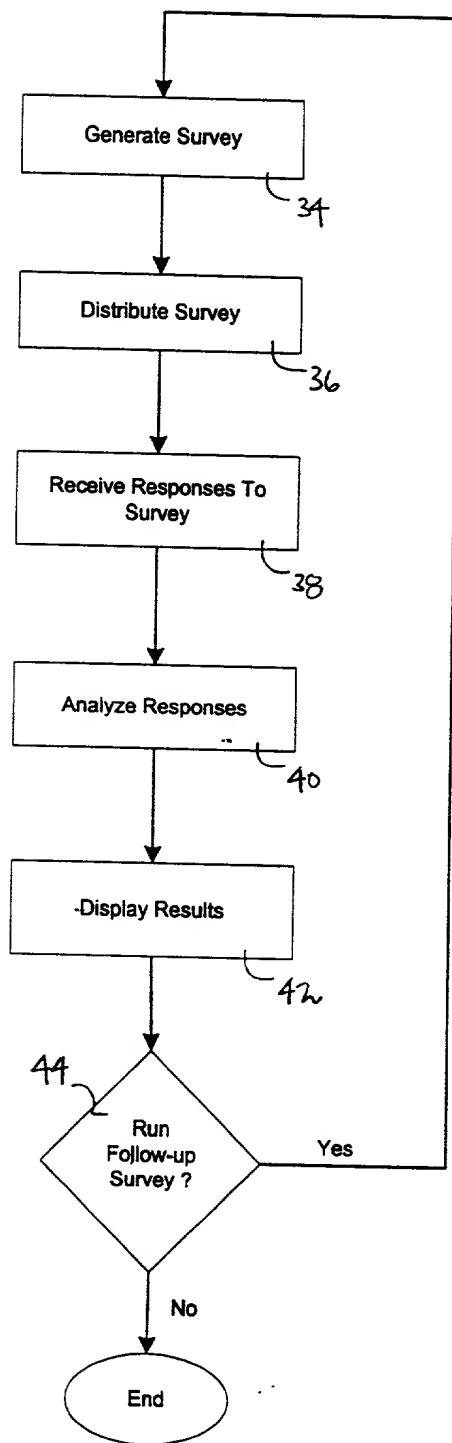


FIG. 2

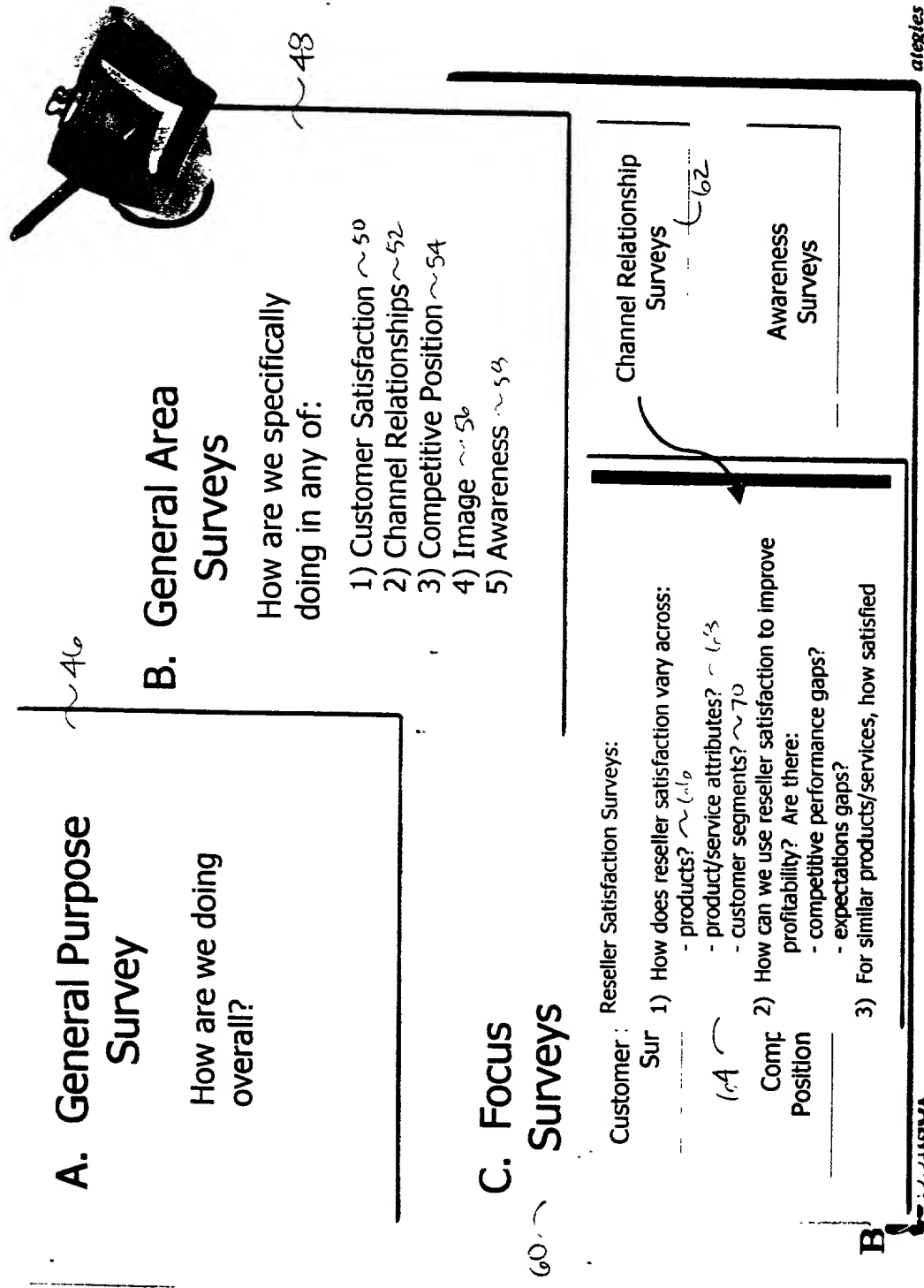


FIG. 3

FIG. 4

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ACME

Account Info Customer Support Online Tutorial Help
Recommend Next Survey

Survey Selector

Name	Last Run	Status
A. General Purpose	10/1/00	75%
B. General Area Surveys:		
Channel Relationships:		
Customer Satisfaction		85%
Competitive Position		94%
Awareness		
Image		

Hint: Click on any survey name to access it. If you'd like BizSensor to recommend the next survey, click on Recommend Next Survey above.

☒ Turn off this hint in the future.
☒ Turn off all hints in the future.

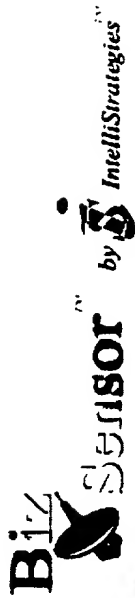
OK

Never

Go to Focus Survey Library

FIG. 5

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ACME

Account Info Customer Support Online Tutorial Help
 Recommend Next Survey

Survey Selector

Name		Last Run	Status
A.	General Purpose	10/1/00	75%
B.	General Area Surveys:		
	Channel Relationships	9/7/00	85%
	Customer Satisfaction	Never	Scheduled 10/12/00
	Competitive Position	9/1/00	94%
	Awareness	Never	-
	Image	Never	-
C.	Go to Focus Survey Library		

FIG. 6

114
3



ACME

Online Tutorial

Customer Support

Account Info

Help

Previous Screen

Surveys

Last Run

Question To Answer

116 9/1/00

1) Overall, how satisfied are resellers?

Channel Relationships

Never

2) How does reseller satisfaction vary across:

Customer Satisfaction

- products?
- product/service attributes?
- customer segments?

Never

3) For similar products/services, how satisfied are resellers with our products versus those of competitors?

Competitive Position

Never

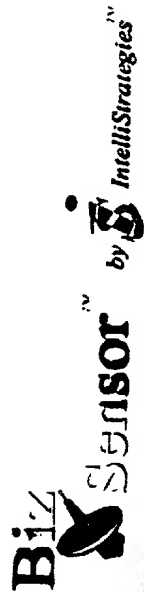
4) How can we use reseller satisfaction to improve profitability? Are there:

Awareness

- expectations gaps?
- competitive performance gaps?
- areas of over and underperformance?

Image

FIG. 7



120
2

ACME

Account Info Customer Support Online Tutorial Help
Previous Screen

General Purpose Survey

Actions

Running the Survey

[View Results](#)
[Preview Survey](#)
[Edit Survey](#)

Run this survey:

Now

Schedule

Recent General Surveys

Date	Status	# Respondents
1) 11/1/00	Scheduled	
2) 10/1/00	75%	190
3) 9/1/00	Complete	275

Click here for details about the 9/1 survey, including access to descriptive statistics.

Deployment Options:

Channels

Locations

Audience

Automatically run this survey:

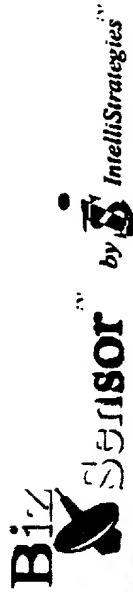
Every:

1 Months

✓

FIG. 9

160
2



Survey Editor: Customer Satisfaction

Account Info Customer Support Online Tutorial Help

ACME

Previous Screen

Modify Selected Question

162 - Edit
164 - Delete
146 - Insert



Actions

172 - Save
174 - Undo
176 - Redo
178 - Reset
180 - Done



1) Do you currently own or use a laptop computer?

- ☒ Yes, I own a laptop computer
- ☒ Yes, I use a laptop computer that I don't own
- ☒ No, I neither own nor use a laptop computer
- ☒ No, I used to use a laptop computer but no longer do

(65)

2) How long have you owned or used any brand of laptop computer?

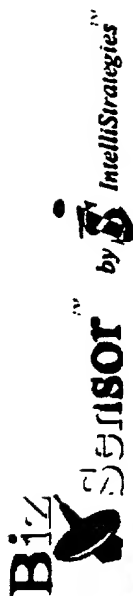
- ☒ Less than 1 year
- ☒ 1-3 years
- ☒ More than 3 years
- ☒ Never owned or used

3) Please select all the brands of laptop computer you have ever owned or used. (Choose all that apply.)

- ☒ Dell
- ☒ IBM
- ☒ Compaq

FIG. 10

182
2



Report Card for ACME Widget

Period: 9/1/00 - 10/1/00

Customer Satisfaction 184

Product 186

Loyalty 188

Services 190

75% ↑

50% —

35% —

+4%

+1.2%

-0.2%

Strategic Position - Ranking 202

As of: 10/1/00 Previously: 9/1/00

- 1) Company 1
- 2) Company 2
- 3) ACME
- 4) Company 4
- 5) Company 3

Most Satisfied Resellers

Reseller 210

Reseller 212

Reseller 216

Reseller 214

8.5

8.3

8.1

7.5

+1.2%

+4.0%

+1.2%

-3.0%

Least Satisfied Resellers

Reseller 5

Reseller 6

Reseller 7

Reseller 8

3.5

3.9

4.2

4.5

-2.0%

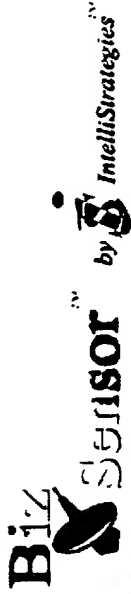
+1.2%

+3.0%

-0.2%

FIG. 11

232
2



ACME

Account Info Customer Support Online Tutorial Help

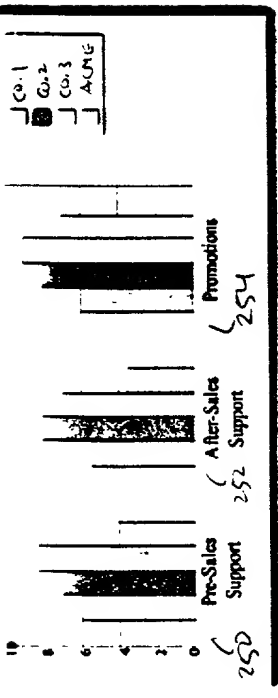
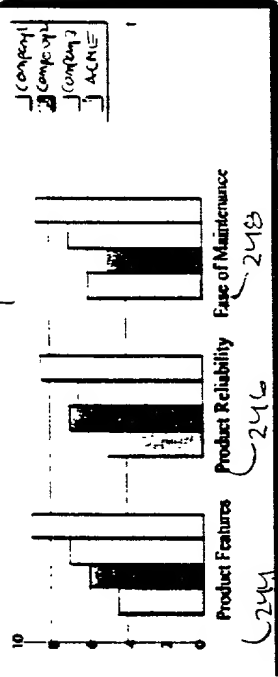
Report Card for ACME Widget
Period: 9/1/00 - 10/1/00

Page 1 | Page 2 | Main

Recommend Next Survey

Over Performance

Under Performance



Key Indicator Trends

Hi's/Low's

Sales Promotions	9.0	↑	+7%
Product Variety	8.7	↑	+4%
Ease of Use	6.0	↓	-4%
After-Sales Support	3.5	↓	-3%

Product Quality	9.3	—	+0.1%
Product Reliability	8.9	↑	+2%
Value for Money	6.0	—	-4%
Training Programs	3.5	—	-0.2%

FIG. 12

Report Card for ACME Widget

Period: 9/1/00 - 10/1/00

Page 1 | Page 2 | Main

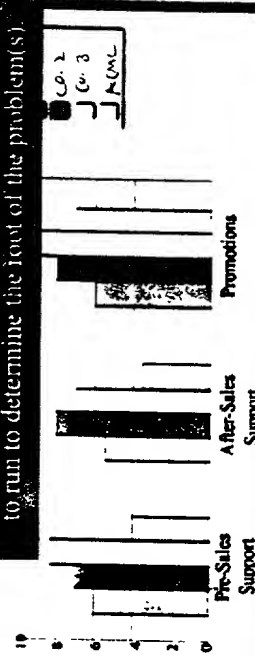
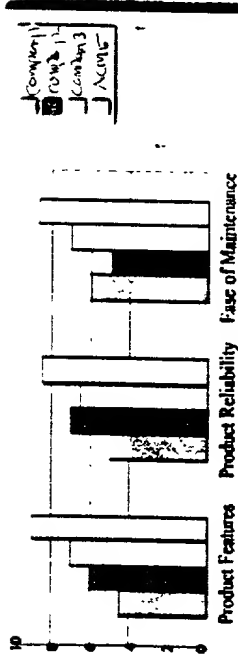
248

Recommend Next Survey

270

Under Performance

Get a recommendation for more specific survey(s) to run to determine the root of the problem(s).



Key Indicator Trends

Sales Promotions	9.0	↑	+7%
Product Variety	8.7	↑	+4%
Ease of Use	6.0	↓	-4%
After-Sales Support	3.5	↓	-3%

Hi's/Low's

Product Quality	9.3	—	+0.1%
Product Reliability	8.9	↑	+2%
Value for Money	6.0	—	-4%
Training Programs	3.5	—	-0.2%

FIG. 13

General Area Surveys

Preview and Deploy Selected Surveys

Name	Status	Last Run	Run
Channel Relationships	Recommended	Never	<input checked="" type="checkbox"/>
Customer Satisfaction	Hint: The system has indicated which surveys you are likely to find most useful. Verify its choices and select Preview and Deploy Selected Surveys	OK	<input checked="" type="checkbox"/>
Competitive Position	<input checked="" type="checkbox"/> Turn off this hint in the future. <input checked="" type="checkbox"/> Turn off all hints in the future.		<input checked="" type="checkbox"/>
Awareness			<input checked="" type="checkbox"/>
Image	Not Indicated	Never	<input checked="" type="checkbox"/>

FIG. 14

General Area Surveys

Preview and Deploy Selected Surveys

Name	Status	Last Run	Run
52 (Channel Relationships	282 (Recommended	Never	✓
50 (Customer Satisfaction	Not Indicated	10/1/00	X
Competitive Position	Not Indicated	6/1/00	X
Awareness	Not Indicated	Never	X
Image	Not Indicated	Never	X

FIG. 15

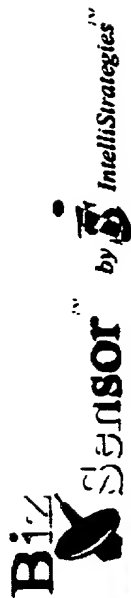
ACME

General Area Surveys

Preview and Deploy Selected Surveys

Name	Status	Last Run	Run
Channel Relationships	(282) Recommended	Never	✓
Customer Satisfaction	Not Indicated	10/1/00	X
Competitive Position	Not Indicated	6/1/00	X
Awareness	User Selected (280)	Never	✓
Image	Not Indicated	Never	X

FIG. 16



286
↓

ACME

Account Info Customer Support Online Tutorial Help

Reseller Satisfaction for ACME Widget

Recommend Next Survey

Displays

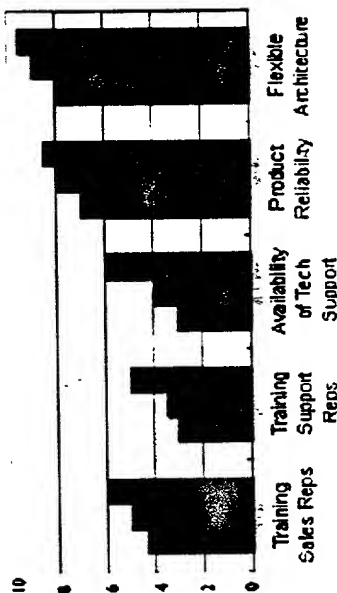
Performance Ratings ~291 Behavioral Predictors

291 ~ Demographics

By Reseller ~288

Small, <\$1M
Medium, >\$1M, <\$10M
Large, >\$10M

Sales Per Year



By Competitor ~290

Siemens
Lucent
Nortel
NEC

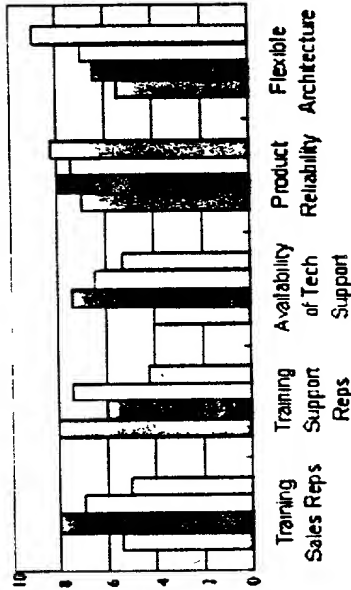


FIG. 17